NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS RBH#15

July 26, 1948

Ames, Iowa

Dear N-A-E-B Members:

Some time ago the N-A-E-B Clear Channel Committee sent you tentative copies of the memorandum brief to be presented in the oral argument in re the Clear Channel Hearings before the FCC.

I am now enclosing the final, corrected brief as it was presented by Mr. Marcus Cohn, attorney representing the National Association of Broadcasters in this matter.

The National Association of Educational Broadcasters has a dual interest in this clear channel issue. As you know nine of its member stations (WNYC, WKAR, WHCU, KUOM, WCAL, WNAD, WOSU, KOAG, WOI) were directly concerned. In a larger sense, however, this case typified the whole matter of the rights and privileges of educators to broadcast and serve special publics. The specific problems--those of securing adequate time and power to reach and serve in the fullest sense those audiences dependent on these nine N-A-E-B stations--is the problem and duty of every educational station for each of its audiences.

This particular case, now before the FCC, illustrates again the fact that educational stations, in a very real sense, do represent the only "minority voice" in the U. S. Radio. It illustrates another consideration which should make each of us do a little introspective searching--how well and how broadly are each of us actually serving our audience? How well are we responding to the needs of our particular locality or region? In short are we doing a job we should fight for to do better--and a job which will inspire others to support our efforts?

If American commercial radio serves and satisfies two-thirds of the listening population what about the remaining one-third? Are we serving all of it, or the upper 5 or 10 percent? Are we serving the MAJORITY OF OUR MINORITY AUDIENCE? If we are not, are we radio stations public address systems?

Sincerely yours

Richard B Hull

Richard B. Hull
President

RBH:CLD

Enc. 2

P.S. Also enclosed is Richard B. Hull's statement before the Senate Investigating Committee number S. 2231, April 14.

RBH

ATTENTION STATION MANAGERS:

JOB OPENING

Radio Instructor opening at good salary for instructor with Master's Degree who combines radio experience with magazine and newspaper or advertising experience to teach college classes. Position open now and to be filled in near future at a well known school of journalism in the middle west. Address NAEB Headquarters, Radio Station WOI, Ames, Iowa.

JOB WANTED

Women's Editor job with either commercial or educational station with location preferable in the east. Candidate is a mature young woman with a Master's Degree in home economics with considerable 5 KW station experience and supplemental experience in other fields which make her particularly valuable in this type of position. Detailed information on request. Address NAEB Headquarters, Radio Station WOI, Ames, Iowa

REPORT TO MEMBERS -- 1948 ANNUAL MEETING

THE 22ND ANNUAL MEETING OF THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS was held October 10,11,12 on the University of Illinois campus with member stations, WILL AND WIUC, together with the Institute for Communications Research acting as joint hosts. (A complete registration list is attached to this report).

Five of the six NAEB regions were represented; West coast director and members were unable to be present, either at the NAEB meeting or the School Broadcast Conference in Chicago following the Urbana meeting. Washington was only West Coast state represented.

SESSIONS OPENED SUNDAY EVENING WITH AN ADDRESS BY DR. FREDERICK SIEBERT, director University of Illinois School of Journalism, a prominent authority in the field of radio and newspaper libel law, who testified as an expert in the "Mayflower" hearing before the FCC last year. Speaking as a representative of the Institute for Communications Research, he addressed the group on "The Right to Know" and the problems in this area that modern communications technology has called forth.

M. S. Novik, NAEB executive secretary and well-known radio consultant in New York City reported on the current status of FM, expressing a confidence in its future, reviewing in this connection the problems of big and little business, transmitter and receiver situation, and the question of advertising and promotion. There is considerable evidence to indicate the prorotion problem will be aided by the decision of some key manufacturers to place full emphasis behind FM.

ON MONDAY, SESSIONS OPENED WITH A BUSINESS MEETING, and were followed by a series of reports which included:

"Operation Policy in an AM Non-Commercial Outlet" - Jim Miles, WBAA, Purdue University
"Indiana U. Survey of Educational Stations" - Robert Lee, Acting Radio Head, Indiana University
"Meaning of a Land-Grant College Station" - R. C. Bentley, Market Editor WOI, Iowa State College
"Wisconsin's State FM Network--It's Promise" - Harold McCarty, Director, WHA University of Wisconsin

MONDAY AFTERNOON SESSIONS INCLUDED:

"Low-power FM Opportunities and Costs" - Dr. Franklin Dunham, U.S.Office of Education & Ed. Jones, WAER, Syracuse University
"Story of WNYC-N.Y. Municipal Bdcst.System - Seymour Siegel, Stations WNYC and WNYC-FM
"The Board of Education FM Station" - Dr. I. Keith Tyler, Director Ohio Radio Institute
"KOAC and the Clear Channel Case" - H. H. Leake, Director of Radio Oklahoma A & M College
"Report on the FCC Television Hearings" - Carl Menzer, Director WSUI AND KSUI, University of Iowa

THE ANNUAL BANQUET MONDAY NIGHT HIGHLIGHTED THE 1948 ANNUAL MEETING with an address and a highly useful question and answer period by Benedict Cottone, General Counsel of the Federal Communications Commission(copies of the Cottone address are appended to this report). Climaxing the evening was an address by Dr. Wilbur Schramm, director, Illinois Institute for Communications Research, who spoke on "Mass Communications Concepts" stressing the incredible growth of communications technology in new world of television, ultra-fax, facsimile, FM and a host of other devices and the cultural lag, and the social and technical problems raised by this development.

TUESDAY MEETINGS OPENED WITH A BUSINESS SESSION in which the following actions were taken:

Elections

A nominating committee, consisting of Engle (chairman), University of Wisconsin (WHA); Coleman, Michigan State College (WKAR), and Steetle, Louisiana State University (WLSU), presented the following roster of officers and directors:

President - Richard B. Hull, Iowa State College (WOI)
Vice President - John Dunn, University of Oklahoma (WNAD)
Secretary-Treasurer - W. I. Griffith, Iowa State College (WOI)

Director Region I - Seymour Siegel, Municipal Broadcasting System of New York City (WNYC)
Director Region II - Graydon Ausmus, University of Alabama (WUOA)
Director Region III - Harry Skornia, Indiana University (WFIU)
Director Region IV - Irving R. Merrill, University South Dakota (KUSD)
Director Region V - Ralph Steetle, Louisiana State University (WLSU)
Director Region VI - James Morris, Oregon State College (KOAC)

Motion by Abbot, University of Michigan, seconded by Menzer, University of Iowa (WSUI) and McCarty, University of Wisconsin (WHA). Carried unanimously.

Authorizations

1. President and directors authorized to investigate and propose a new dues schedule which would enable the organization to double its income during the next fiscal year.
2. Authorized president to appoint Dallas Smythe, former FCC director of studies, now fellow at Illinois U. Institute for Communications Research to conduct a study as basis for a plan to establish either an FM or a transcription network using a combination of present educational AM and FM stations on a national basis. Study planned for completion and presentation to members January 1, 1948 (or as soon thereafter as possible) as basis for plan to finance early costs of such an operation.

3. Authorized the appointment of Marcus Cohn of Cohn & Marks, Washington attorneys, as attorney for the National Association of Educational Broadcasters without cost or obligation to the Association. (It was understood the Association would pay out of pocket expenses incurred by Mr. Cohn such as telephone, telegraph, etc.)

4. Authorized enlargement of expenditures for the Association newsletter

5. Authorized the Board of Directors to propose and state the policy of the Association regarding television. This action was to take into consideration the probable pending reallocation of television facilities by the FCC and if such reallocation of television channels is to be made and additional television channels to become available in other bands of the spectrum, that sufficient channel be set aside for possible educational use. The authorization also required the Board of Directors to make clear to the FCC that educational institutions by virtue of their administrative organization and direct responsibility to a tax-paying public must of necessity move slowly in such matters, and that failure to act with speed is not necessarily indication of lack of interest or inability to proceed.

6. Authorized the president to purchase any necessary information service or legal directory to keep NAEB advised of FCC action.

7. Authorized the president and the Board of Directors to state the policy of the Association with respect to low-power FM grants having in mind the recent action of the FCC which permits institutions to apply on the educational FM band for non-commercial FM facilities operating at 10 watts or less. This policy is to clearly state there are both dangers and values inherent in such grants and that some method of re-evaluation of such grants be recommended to the FCC, so that engineering standards--temporarily relaxed under the new authorization--would eventually be re-instated.

Other Actions

Abbot, University of Michigan (WUOM) presented report of Resolutions Committee which was moved and carried. In brief resolutions voiced thanks to member station hosts at the University of Illinois, proposed a more vigorous policy of service and program interchange between stations, supported president and director action during past year. Motion by McCarty (University of Wisconsin), Second by Steetle.

Report of the Resolutions Committee

Resolved
That the members of the NAEB assembled for the annual meeting wish to express their sincere appreciation to Mrs. Frank Schooley, to the staff of WILL, and to the faculty and administration of the University of Illinois for their generous hospitality.

Resolved
That the NAEB commend its president, Dick Hull, and treasurer, W. I. Griffith, for the extensive and efficient manner in which they have served the members.

Resolved
That the NAEB express its appreciation to Cohn and Marks, attorneys, for their generous and efficient service to the NAEB in the Clear Channel hearings.

Resolved
That the president be requested to appoint committees of the membership to coordinate and develop various services to benefit the membership, viz, (1) to establish a central office for the distribution of information requested in surveys; (2) to investigate and report upon the feasibility of regional transcription and beamed FM networks and to submit plans for the same; (3) to establish a clearing house for the exchange of equipment and to keep members informed concerning offers of swaps and surplus, equipment, expected shortages of supplies, and the availability or need of personnel.

Respectfully submitted,
Committee on Resolutions

Waldo Abbot, University of Michigan (WUOM)

Abbot, University of Michigan (WUOM) invited the Association to hold annual meeting at the University of Michigan in October, 1949. Acceptance was moved and carried. Motion by Dunn, University of Oklahoma(WNAD), and second by McCarty, University of Wisconsin.

Discussion of separating function of Secretary-Treasurer into two positions was concluded with a vote it be left to the discretion of the Board of Directors. Motion by Abbot, University of Michigan (WUOM). Second by Coleman, Michigan State College (WKAR). Motion carried.

Discussion of Constitution and possible changes resolves itself into recommendations it be held over for action by Board of Directors just taking office.

Other Business

Vice-president John Dunn (University of Oklahoma) (WNAD) discussed a more extensive regional plan for the Association, calling attention to their absence at the current meeting, and the need for more such members in broadening the base of Association activity and making its operation more practical on local and regional levels. Dunn called for a more intensive plan for regular regional meeting with regular sessions planned for February or March. H. H. Leake, Oklahoma A & M (KOAG) stressed the necessity for careful programming and thorough planning for such meeting. McCarty, University of Wisconsin, asked that more detailed plans be developed for such meetings, requested careful statement of who and what potential members would be. Further discussion was carried on by Schooley, University of Illinois (WILL); Menzer, University of Iowa (WSUI), and Steetle, Louisiana State University (WLSU).

Abbot, University of Michigan (WUOM) stressed need for aid, advice and consultation to small colleges, and said NAEB must show ability to assist these schools. Wright, University of Illinois(WILL) asked how regional NAEB organization could help members broadcasting over commercial stations. President regretted present inability to provide complete operations brochure to institutions requesting advice, suggested such an item be developed.

Executive Secretary

Novik, NAEB executive secretary, reported on his office and duties, stressing need of concerted action and cooperation and practical approach in fulfilling NAEB objectives. He reported briefly on FM situation in the East, his appearance before FCC in Mayflower hearings, and offered services of his office in securing special educational transcriptions available from various foreign and domestic agencies in New York. Novik presented Treasurer's report in absence of W. I. Griffith (Iowa State College, WOI). Novik underscored recommendation for regional meetings, suggested sufficient college administrators participate as well as broadcasters. Wright, University of Illinois (WILL) moved report acceptance, and Coleman, Michigan State College (WKAR) seconded. Motion carried.

President's Report

Hull, Iowa State College (WOI), read FCC Commissioner Walker's letter regretting inability to attend meeting, recommending rapid development of FM channels.

Stated belief NAEB strength lays in institutional membership, either associate or active and suggested subscription list for newsletter to accommodate individuals. Suggested Committee on Religious Policy for Association. Reported growth of NAEB to 95 members. Reported NAEB's participation in Clear Channel hearings before the FCC, Johnson Bill hearings before the Senate, various member participation in Mayflower and other FCC hearings. Reported NAEB activity with respect to FCC STA ruling, Reported various consultations and advices to educational institutions who have begun or plan to begin institutional broadcasting with stations of their own. Reported possibility of international organization of NAEB. Exhibited map showing distribution of NAEB member stations and associate

members. Called attention to network possibilities in member station linkage either by transcription or FM relay.

Committees for 1 49

Program Committee: Miles, Purdue University; Siegel, NYC Municipal Bdcst.System
Abbot, University of Michigan

Engineering Exchange Committee: Menzer, University of Iowa; Koehler, University of Wisconsin; Stone, Bowling Green University

Actions of New Board: Appointed M. S. Novik, NAEB executive secretary

TUESDAY MORNING SESSIONS CONCLUDED WITH REGULAR PROGRAM AS SCHEDULED:

"Report on University Association of Professional Radio Education"
Prof. Don Fedderson, Northwestern University Radio Department and UAPRE Vice-president
"Special Reports on NAEB Station Operation"
KUOM, University of Minnesota - Ruth Swanson, Director
WKAR, Michigan State College - Robert Coleman, Director
"Mass Audiences--Not Class Audiences--For Institutions"
Allen Miller, Director Rocky Mountain Radio Council

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Richard B. Hull
NAEB President

John Dunn
NAEB Vice-President

Registration, NAEB Annual Meeting, University of Illinois
October 10-11-12, 1948

Name	Institution
Ruth Swanson	KUOM - University of Minnesota
Ralph W. Steetle	WLSU - Louisiana State University
Allen Miller	Rocky Mountain Radio Council
Dallas W. Smythe	Communications Institute, Univ.of Illinois
Sidney Stone	Bowling Green, St. U. (Ohio)
Paul Plotner	Bowling Green, St. U. (Ohio)
Joe Wright	University of Illinois - WILL & WIUC
S. N. Siegel	WNYC, N.Y.C. Municipal Broadcasting System
Carl Menzer	State University of Iowa, Iowa City
H. M.Leake	KOAG - Oklahoma A & M College
Frank E. Schooley	WILL - University of Illinois
Harold A. Engel	WHA - University of Wisconsin, Madison
Glenn Koehler	WHA - University of Wisconsin, Madison
Dick Hull	WOI - Iowa State College, Ames
Cliff Greenland	Associated Program Service, New York City
R. O. Lund	Radio Music Corporation, New York City
Jim Miles	WBAA - Purdue University
Edw. C. Jones	WSYR - Syracuse University, Syracuse, N.Y.
Ross H. Reynolds	General Electric Co, Syracuse, N.Y.
Robert R. Singer	WILL - University of Illinois
Robert G. Summers	WILL - University of Illinois
Ken L. Wooddell	WILL - University of Illinois

Name	Institution
Robert Commanday	WILL - University of Illinois
G. F. Thoma	WILL - University of Illinois
H. E. Hill	WILL - University of Illinois
Elmer Sulzer	WBKK - University of Kentucky
Franklin Dunham	U. S. Office of Education
M. S. Novik	Radio Consultant, New York City
W. H. Ewing	WOSU - Ohio State University
I. Keith Tyler	Ohio Institute for Education by Radio
William Ladd	University of Washington
Dorothy Blackwell	St. Louis Public Schools
Irving R. Merrill	KUSD - University of South Dakota
John P. Highlander	WSUI - University of Iowa
H. B. McCarty	WHA - University of Wisconsin
Graydon Ausmus	WUOA - University of Alabama
David Johnson	WCAL - St. Olaf College
Marguerite Fleming	St. Louis Board of Education
Waldo Abbot	WUOI - University of Michigan
John W. Dunn	WNAD - University of Oklahoma

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

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